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Reaching over 117,000 readers every week 60th Year 1991

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Audience duplication measures disputed by network researchers

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At CTAM: Cable executives assess industry prospects

WASHINGTON / 68
FCC puts off date for imposition of children's TV ad limits

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Vol. 121 □ Special Report on Satellites □ No. 5

THIS WEEK

23 / BIG BREAK FOR BABY BELLS

The door will be open for the seven regional Bell operating companies to enter the "information services" arena if a July 25 decision by U.S. District Court Judge Harold Greene is upheld. Video newspapers, classifieds, and yellow pages are some of the innovations that may be in store; as for video program distribution, the 1984 Cable Act still prohibits it inside a company's service area.

24 / FIN-SYN CASE TAKEN TO JUSTICE

The three networks asked the Justice Department for help in overturning rules that prevent them from syndicating or acquiring a financial interest in programs they license from outside producers. To expedite action, the networks decided not to pursue other issues like the "option period" provision, which limits the length of contracts with outside producers to four years.

25 / TV CONSORTIUM MEETS WITH STUDIOS

A newly formed consortium of 28 independent TV stations accounting for over 50% U.S. coverage is negotiating with MCA and Warner Bros. for series development projects. If arrangements continue as planned, the two-hour time blocks will air in fall '92. Some industry observers see the plan as a trial run of a fifth network, but group members deny the speculation.

Federal court decision could allow regional phone companies into broader communications arena (page 23).

25 / CBS CLOSES MIDWEST DEAL

Midwest Communications sold WCCO-TV Minneapolis and other properties to CBS last week for a stock and debt-assumption package worth $200 million. The move will expand CBS's reach from 20.8% to 22.7% of TV households, providing it receives a waiver from FCC regulations on its resulting AM-FM-TV cross ownership in Minneapolis and on the 12-station limit.

26 / THREATS TO CABLE?

Compared with broadcast TV, conventional wisdom says, the cable outlook is rosy, but where does the industry stand against the coming tide of programing choices offered by DBS and compression technology? Programing chiefs and operators talk about their prospects in exclusive BROADCASTING interviews.

29 / 'IF I WERE A CABLE OPERATOR...'

At the CTAM cable conference, Showtime's Tony Cox, HBO's Michael Fuchs and Disney's John Cooke told operators what they would do if they ran cable systems: Use the high profit margin in premium service to cut prices and boost customer service, advised Cox; calm down about the 2% PPV revenues and be thankful for premium channels, said Fuchs; provide pay packages that create value, said Cooke.

31 / REMOTE CHANCES FOR DRAMAS

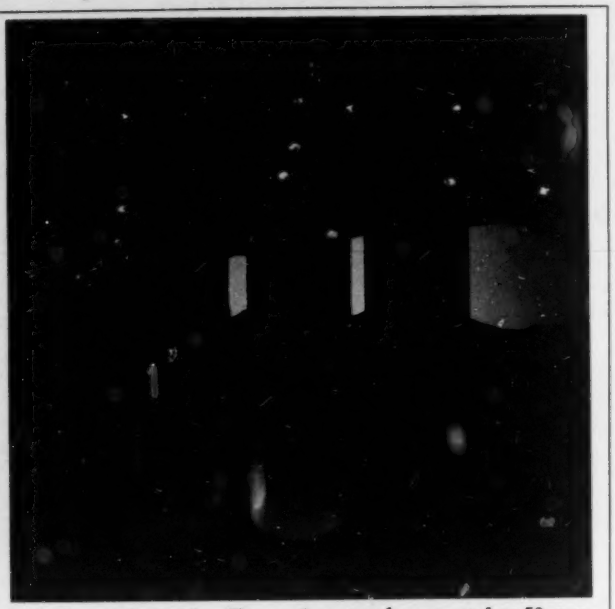
Lamenting the loss of "quality dramas" (*Twin Peaks*, *thirtysomething*) from the network schedule, ABC Entertainment President Bob Iger lays the blame on impatient channel-zappers, and says that males have an itchier remote-control trigger finger than do females. During last week's segment of the Television Critics Association press tour, he announced a fall schedule debut that will unfold over the course of three weeks in September, and predicted that losses from shows in the bottom third of the ratings will force one or more networks to return a portion of the prime-time schedule to affiliates.

56 / STATION ROLLS BACK PRIME TIME

NBC has given the go-ahead for Sacramento affiliate KCRA-TV, as a test, to shift prime-time programing back one hour, to 7 p.m., and in the package cut a half-hour from its evening news, produce an hour newscast at 10 p.m., and start *The Tonight Show* at 10:35. The station promised to take a cut in affiliate compensation if the move has an adverse effect on market ratings. The station's approval for the test is likely to motivate other West Coast affiliates to ask for the same opportunity.

59 / DISPUTE OVER RADIO NUMBERS

The Concert Music Network released an analysis last week of network radio duplication and audience overlap; figures ranged from a low .35% up to 100%, or total duplication. However, some network



WilTel's switched video fiber optic network now reaches 50 markets. Could NBC adopt fiber-satellite network by 1995? (page 42)

SPECIAL REPORT: SATELLITE '91

34 / COMPRESSION EXPANDS

Equipment enabling up to eight video signals to be compressed onto one transponder should be commercially available by mid-'92, but don't expect big savings in satellite costs right away. Regardless of cost, existing and new television players will fill the increased capacity with more and more services.

42 / NETWORKS TRY FIBER

The Vyvx National Video Network, which boasts a 50-city fiber cable connection, hopes that its successful try-outs with the broadcast networks will bolster its pitch to provide interconnect service at a price competitive with satellite. The future may lie in hybrid satellite-fiber distribution.

49 / SOVIETS JOIN INTELSAT

Intelsat welcomed the Soviet Union as its 121st member this month, signaling "the last nail in the Cold War's coffin," according to Comsat President Bruce Crockett, and movement, albeit slow, in worldwide satellite deregulation.

52 / DBS GETS BOOST FROM INVESTMENT

Steve Petrucci and Eddy Hartenstein of Hughes Communications are bullish on their DBS enterprise after last month's $50 million investment by Stanley S. Hubbard and his United States Satellite Broadcasting consortium. In a BROADCASTING interview, the pair talk about the possibilities of a distribution system that "gets to the whole country from a single source."

researchers are skeptical of the CMN's methodology and interpretation.

61 / 'A GUY'S RADIO STATION'

New York's all-sports WFAM(AM), a relative newcomer on the radio dial and a pioneer in the format, has not only survived but is thriving in the nation's largest market. The station features the "Mike and the Mad Dog Show," which, according to general manager Scott Meier, approximates the atmosphere of "two guys sitting in a bar, talking about sports," and has added play-by-play programing.

62 / RESPONSE TO ARBITRON CHANGES

Reaction from its advisory council and broadcasters to Arbitron's proposed service cutbacks and revisions, announced this month, has thus far been favorable, although stations are split on two proposals: removing the July book and combining ADI markets. All agree on the need for more qualitative research, and with its ScanAmerica service, which measures not only viewership but also product purchases tied to commercials, Arbitron thinks it is moving in the right direction.

66 / TAKING THE HEAT FOR TCI

Although the cable industry is smarting over the negative publicity garnered by TCI's negative-option marketing strategy for Encore, its new pay movie service, criticism has been muted. Many executives grumble privately that the nation's top MSO should be setting an example for good service, not tarring the lot with notorious bad manners. Publicly, however, most are keeping their peace, believing that cable's dirty linen should be kept in the closet.

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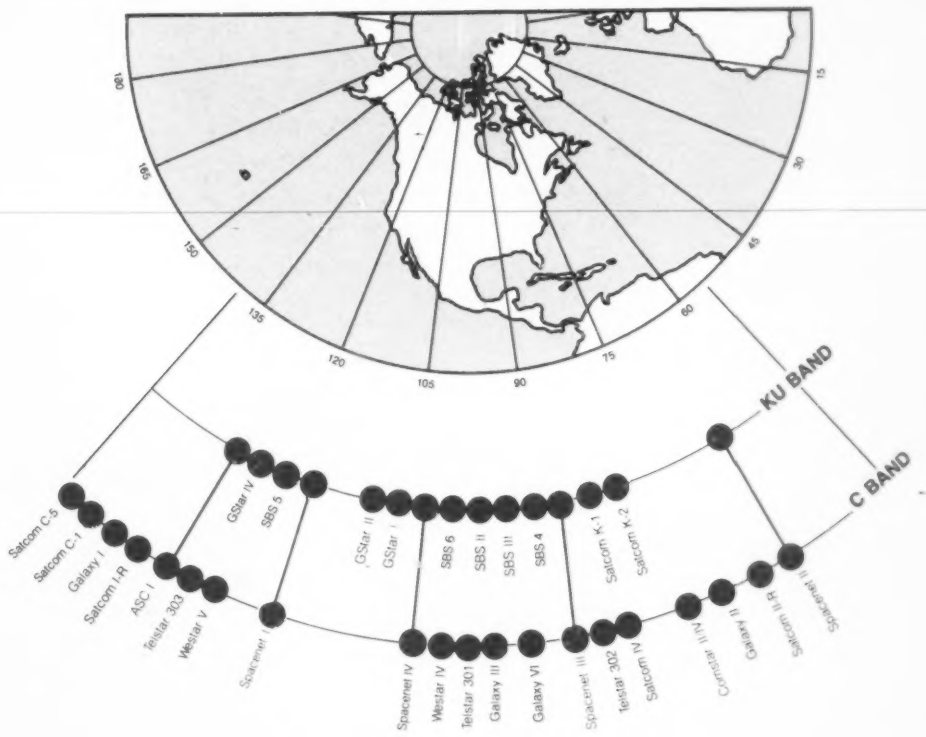

Satellite guide to the sky

Carrier Satellite	C-band[1]	Ku-band	Approximate end-of-life	Orbital slot
AT&T				
Telstar 301	24	--	Nov. 1993	96
Telstar 302	24	--	Sept. 1994	85
Telstar 303	24	--	Apr. 1995	125
Comsat[2]				
Comstar II	24	--	July 1986	76
Comstar IV	24	--	Feb. 1991	76
SBS II	--	10	Sept. 1991	97
GE Americom				
Satcom I-R	24	--	April 1993	131
Satcom II-R	24	--	Jan. 1995	72
Satcom IV	24	--	Feb. 1993	82
Satcom C-1	24	--	Nov. 2000	137
Satcom C-5	24	--	May 2001	139
Satcom K-1	--	16	Dec. 1996	85
Satcom K-2	--	16	April 1997	81
GTE Spacenet[3]				
ASC I	18	6	Aug. 1995	128
Spacenet I	18	6	May 1994	120
Spacenet II	18	6	Nov. 1994	69
Spacenet III	18	6	March 1998	87
Spacenet IV	18	6	April 2001	101
GStar I	--	16	May 1995	103
GStar II	--	16	March 1996	105
GStar III	--	16	Sept. 1994	93
GStar IV	--	16	Nov. 2000	125
Hughes Communications				
Galaxy I	24	--	June 1993	134
Galaxy II	24	--	Sept. 1993	74
Galaxy III	24	--	Sept. 1994	93.5
Galaxy VI	24	--	Oct. 2000	91
Westar IV	24	--	Feb. 1992	99
Westar V	24	--	June 1992	122.5
SBS 4	--	10	Aug. 1994	91
SBS 5	--	14	Sept. 1998	122.5
SBS 6	--	19	Oct. 2000	99
MCI				
SBS III	--	10	Nov. 1992	95

[1] C-band and Ku-band columns indicate numbers of transponders on each satellite. End-of-life estimates are based on launch date plus average 10 years. Several of the newer birds are built to last 12 years.
[2] Although not of use for customers with nonsteerable antennas, Comsat developed a system to track and maintain use of birds that have used up station-keeping fuel and have gone into north-south drift.
[3] GTE and Contel merged in March 1991. Contel ASC's second satellite, ASC II, was renamed Spacenet IV.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 7/15	ABC 8.2 / 15			MACGYVER (59) [7.3 / 15] 7.0 / 14	7.6 / 15	ABC MONDAY NIGHT MOVIE—B.L. STRYKER: NIGHT TRAIN(47) [8.7 / 15] 8.4 / 15	8.8 / 15	9.0 / 16	8.8 / 16
	CBS 10.2 / 19			EVENING (42) SHADE 9.0 / 19	MAJOR (41) DAD 9.1 / 18	MURPHY (17) BROWN 10.9 / 20	DESIGNING (8) WMN. 12.0 / 21	NORTH. EXPOSURE (32) [10.0 / 18] 10.3 / 18	9.6 / 17
	NBC 11.9 / 22			FRESH (27) PRINCE 10.3/ 21	A DIFFNT. (26) WORLD 10.5 / 20	NBC MONDAY NIGHT MOVIE—A CRY FOR HELP (4) [12.6 / 22] 10.7 / 19	11.6 / 20	13.6 / 24	14.6 / 26
TUESDAY 7/16	ABC 9.5 / 18			WHO'S THE (43) BOSS 8.9 / 18	DAVIS (46) RULES 8.8 / 17	ROSEANNE (6) 12.2 / 22	COACH (19) 10.8 / 19	CHINA BEACH (52) [8.2 / 15] 8.3 / 15	8.2 / 15
	CBS 11.7 / 22			RESCUE 911 (19) [10.8 / 21] 9.9 / 20	11.8 / 23	CBS TUESDAY NIGHT MOVIE—S. KING:GOLDEN YEARS (6) [12.2 / 22] 11.9 / 21	12.3 / 21	12.4 / 22	12.0 / 22
	NBC 10.4 / 19			MATLOCK (36) [9.8 / 19] 9.5 / 19	10.1 / 19	HEAT OF NIGHT (14) [11.2 / 20] 10.6 / 19	11.9 / 20	LAW AND ORDER (27) [10.3 / 19] 10.2 / 18	10.3 / 19
WEDNESDAY 7/17	ABC 8.5 / 16			WONDER (55) YEARS 8.1 / 17	GROWING (47) PAINS 8.7 / 18	DOOGIE (32) M.D. 10.0 / 19	MAN IN (43) FAMILY 8.9 / 16	EQUAL JUSTICE (57) [7.7 / 14] 7.7 / 14	7.7 / 15
	CBS 7.8 / 15			HOGAN (78) FAM. SP 5.3 / 11	FAMILY (81) MAN 5.1 / 10	JAKE AND FAT MAN (52) [8.2 / 15] 7.6 / 14	8.8 / 16	48 HOURS (31) [10.1 / 19] 9.7 / 18	10.6 / 20
	NBC 10.2 / 20			UNSLVD. MYSTERIES (5) [12.5 / 26] 12.1 / 26	12.8 / 26	NIGHT (32) COURT 10.0 / 19	SEINFELD (51) 8.4 / 15	QUANTUM LEAP (43) [8.9/ 17] 8.7 / 16	9.1 / 17
THURSDAY 7/18	ABC 8.4 / 16			FATHER DOWLING (58) [7.4 / 15] MYST. 7.1 / 14	7.7 / 15	GABRIEL'S FIRE (62) [7.0 / 13] 7.0 / 13	7.1 / 13	PRIMETIME LIVE (19) [10.8 / 20] 10.1 / 19	11.5 / 22
	CBS 7.6 / 14			TOP COPS (59) [7.3 / 15] 7.3 / 15	7.3 / 15	TRIALS OF ROSIE (67) [6.2 / 11] O'NEILL 6.0 / 11	6.4 / 11	S. KING: GOLDEN YR* (40)[9.2 / 17] 9.0 / 17	9.3 / 18
	NBC 10.7 / 20			COSBY (19) 10.8 / 22	A DIFFNT. (25) WORLD 10.6 / 21	CHEERS (3) 12.9 / 24	WINGS (17) 10.9 / 19	L.A. LAW (37) [9.4 / 18] 9.4 / 17	9.5 / 18
	FOX 8.8 / 17			SIMPSONS (49) 8.6 / 17	TRUE (63) COLORS 6.6 / 13	BEVERLY HILLS 90210*(32) [10.0 / 18] 9.5 / 17	10.4 / 19		
FRIDAY 7/19	ABC 12.0 / 26			FULL (11) HOUSE 11.4 / 26	FAMILY (10) MAT. 11.5 / 26	PERFECT (23) STRAN. 10.7 / 23	HI HON. I'M (13) HOME* 11.3 / 24	20/20 (2) [13.4 / 28] 13.9 / 29	12.8 / 27
	CBS 5.3 / 12			VERDICT (69) 6.1 / 14	WHO'S SIDE(77) YOU ON 5.4/12	FLASH (83)[5.0 / 11] 4.8 / 10	5.2 / 11	SWEATING BULLETS (81) [5.1 / 11] 5.0 / 10	5.2 / 11
	NBC 5.4 / 12			NBC MOVIE OF THE WEEK—DREAM DATE (75) [5.5 / 12] 4.4 / 10	5.1 / 11	5.8 / 13	6.7 / 14	MIDNIGHT CALLER (78) [5.3 / 11] 5.1 / 11	5.4 / 12
	FOX 3.5 / 8			AMERICA'S MOST (84) [4.8 / 11] WANTED 4.6 / 11	5.0 / 11	ALIEN NATION (92) [2.2 / 5] 2.1 / 5	2.2 / 5		
SATURDAY 7/20	ABC 5.6 / 12			YOUNG RIDERS (75) [5.5 / 13] 5.3 / 13	5.8 / 14	ABC SATURDAY NIGHT MOVIE—SPY GAINS (74) [5.7 / 12] 5.4 / 12	5.6 / 12	5.8 / 12	6.0 / 13
	CBS 6.1 / 13			HOGAN SP. (90) FAMILY 3.7 / 9	HOGAN SP. (86) FAMILY 4.6 / 11	CBS SATURDAY MOVIE—LOVE BOAT: SUMMER CRUISE (61) [7.1 / 15] 5.8 / 13	6.4 / 14	7.9 / 17	8.1 / 18
	NBC 8.7 / 20			AMEN (69) 6.1 / 15	DOWN (66) HOME 6.3 / 15	GOLDEN (23) GIRLS 10.7 / 23	EMPTY (9) NEST 11.6 / 25	DEAR (37) JOHN 9.4 / 20	CAROL & (52) CO. 8.2 / 18
	FOX 5.0 / 11			COPS (73) 5.8 / 14	COPS 2 (65) 6.5 / 15	TLY. HID. (85) VIDEO 4.7 / 10	BABES (91) 2.8 / 6		
SUNDAY 6/21	ABC 9.9 / 19	LIFE GOES ON (71) [5.9 / 13] 5.4 / 12	6.4 / 14	AMR. FUN (16) VIDEO 11.0 / 22	AMR. FUN (15) PLP. 11.1 / 21	ABC SUNDAY NIGHT MOVIE—MURDR/HAZARDOUS TO HEALTH (11) 11.4 / 21] 10.0 / 19	11.1 / 20	12.2 / 22	12.2 / 24
	CBS 10.6 / 21	60 MINUTES (1) [13.5 / 30] 12.9 / 29	14.1 / 31	MURDER SHE WROTE(30) [10.2 / 20] 10.1 / 21	10.4 / 20	CBS SUNDAY NIGHT MOVIE—OUT OF AFRICA PT.1 (37) [9.4 / 17] 8.9 / 16	9.5 / 17	9.6 / 18	9.5 / 18
	NBC 5.7 / 11	NBC NEWS SP. (89) [4.0 / 9] 4.2 / 10	3.8 / 8	EXPOSE (88) 4.2 / 9	NBC SUNDAY NIGHT MOVIE—MURDER OF MARY PHAGAN PT.1 (63) [6.6 / 12] 5.4 / 10	6.6 / 12	6.5 / 12	7.2 / 13	7.2 / 14
	FOX 6.8 / 13	P. LEWIS (87) SP. 4.5 / 10	P. LEWIS (78) 5.3 / 12	IN LIVING (56) COLOR 7.8 / 16	GET A LIFE (67) 6.2 / 12	MRD. WITH (27) CHILD. 10.3 / 19	TOP OF (49) HEAP 8.6 / 16	SUNDAY COMICS (71) [5.9 / 11] 6.3 / 12	5.6 / 11

WEEKLY PRIME TIME AVERAGE	ABC 8.9 / 18	CBS 8.6 / 17	NBC 8.8 / 17	FOX 6.2 / 13
SEASON PRIME TIME AVERAGE	ABC 11.5 / 20	CBS 11.5 / 20	NBC 11.9 / 21	FOX 6.2 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

MONTHLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WWCD(FM) Grove City, Ohio □ CP sold by Video Service Broadcasting Corp. to Ingleside Radio Inc. for $2 million. Terms: $100,000 escrow deposit; $1.4 million cash at closing, of which $500,000 is for noncompete covenant, and $500,000 note at 10%. **Seller** is headed by Arnold Ferolito, and has no other broadcast interests. **Buyer** is headed by Roger Vaughan and has no other broadcast interests. WWCD has progressive format on 101.1 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Blackburn & Co.*

WXVT(TV) Greenville, Miss. □ Sold by Lamco Communications Inc. to investor group for $1.43 million. **Seller** is headed by Marshall Noecker and Andrew W. Stabler Jr., and owns WCYB-TV Bristol, Va.; KTXS-TV Abilene, Tex., and WLYC(AM)-WILQ(FM) Williamsport, Pa. **Buyers** are John Hash, Jo Love Little, Mary Eliza McMillen, Leon D. Long, Aubrey Collum and Larry Harris. Hash, Little, McMillen and Collum also have interests in Love Broadcasting Co., licensee of WLOX-TV Biloxi, Miss., and KDKF(TV) Klamath Falls and KDRV(TV) Medford, both Ore. WXVT is CBS affiliate on ch. 15 with 2,746 kw vis., 549 kw aur. and antenna 879 feet above average terrain.

KBAS(AM)-KWAZ(FM) Bullhead City, Ariz.-Needles, Calif. □ Sold by Calnevar Broadcasting Inc. to Green River Broadcasting Corp. for $1.284 million. Terms: $29,000 cash at closing, $25,000 escrow deposit, $1.18 million for two 10-year promissory notes payable to John W. Mathieson and Thomas M. Jones at 10%, and $50,000 three-year noncompete covenant ($25,000 each for Mathieson and Jones). **Seller** is headed by Jones and Mathieson, and has no other broadcast interests. **Buyer** is headed by Jeffrey R. Morris (30%), Ronald G. Lundeen (35%) and Raymond A. Lindstrom (35%). Morris is a director of Pleasant Valley Broadcasting Corp., licensee of KRIM(FM) Payson, Ariz. His wife, Jane, and Lindstrom hold 51% and 49% of stock, respectively, of Pleasant Valley Broadcasting. KBAS is fulltimer with C&W format on 1490 khz with 1 kw. KWAS has adult contemporary format on 97.9 mhz with 2.8 kw and antenna 1,571 feet.

KNOW(AM)) Minneapolis □ Sold by Minnesota Public Radio Inc. to NRG Twin Cities Ltd. for $940,000. Terms: $138,000 cash at closing, $50,000 escrow deposit and $752,000 note at 9.75%. **Seller** is headed by William H. Kling, and is licensee of 23 noncommercial FM's. **Buyer** is headed by J. Livingston Kosberg and George A. Vandeman, and has no other broadcast interests. KNOW is fulltimer with news/talk format on 1330 khz with 5 kw.

KLVS(AM) Lake Oswego (Portland), Ore. □ Sold by Tamarack Communications Inc. to Crawford Broadcasting Co. for $450,000. **Seller** is headed by David Jack, and owns KNTA(AM) Santa Clara, Calif. **Buyer** is headed by Donald B. Crawford, and owns WDJC(FM) Birmingham, Ala., KBRT(AM) Avalon, Calif., WYCA(FM) Hammond (Chicago), Ill.; WMUZ(FM) Detroit; WDCX(FM) Buffalo, N.Y., and KPBC(AM) Garland (Dallas), Tex. KLVS is fulltimer with talk format with 5 kw. *Broker: Broadmark Capital Corp.*

WSKX(FM) Hinesville, Ga. □ Sold by Hinesville Broadcasting Corporation to T C B Broadcasting Inc. for $300,000 cash. **Seller** is headed by E.L. Kilday, and has no other broadcast interests. **Buyer** is headed by Ray Bilbrey (15%), William E. Clanton (42.5%) and Ralph D. Trapnell (42.5%). Bilbrey is station general manager, Clanton is car dealer and Trapnell is business investor. WSKX has country format on 92.3 mhz with 50 kw and antenna 150 feet above average terrain.

WWIT(AM) Canton, N.C. □ Sold by Mountain Broadcasting Inc. to Green Communications Co. Inc. for $280,000, consideration for forgiveness of all indebtedness owed by Mountain Broadcasting to Daniel Greene Jr. **Seller** is headed by Gary Ayers, and has no other broadcast interests. **Buyer**, Greene, has no other broadcast interests. WWIT has oldies format on 970 khz with 5 kw day.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,606,440** □ **7**

FM's □ **$2,426,000** □ **3**

AM-FM's □ **$1,284,000** □ **2**

TV's □ **$0** □ **0**

Total □ **$5,316,440** □ **12**

Year to Date:

AM's □ **$54,039,535** □ **152**

FM's □ **$118,497,755** □ **152**

AM-FM's □ **$144,530,587** □ **109**

TV's □ **$678,549,000** □ **50**

Total □ **$995,616,877** □ **463**

For 1990 total see Jan. 7, 1991 BROADCASTING.

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■ **Malakoff, TX** KCKL(FM) 95.9 mhz—July 3 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Shepherdstown, WV** WSHC(FM) 93.7 mhz—July 11 application for CP to change ERP: .95 kw H&V; ant.: -3 m.; change channel to 209A.

■ **De Pere, WI** WJLW(FM) 95.9 mhz—July 3 application for CP to change ERP: 17.8 kw H&V; ant.: 119 m.; change TL: NW corner of SE quarter of section 11, in Rockland, WI; change to class C3 (per docket #91-586).

■ **Whiting, WI** (no call letters) 96.7—July 5 application for CP to change ERP: 50 kw H&V; ant.: 150 m.; TL: Yellow Stone Rd., .7 km E of Hwy S, Milladore, WI; channel: 244C2, per docket 89-282.

Actions

AM's

■ **Port Orange, FL** WART(AM) 1020 khz—July 9 application (BMP910429AF) granted for mod. of CP (BP860904AJ) to change TL: corner of Beach St. and Wilder Blvd., Daytona Beach, FL; reduce power to 400 watts; change from DA to non-DA and make changes in antenna system: 29 11 19N 81 00 28W.

■ **Decorah, IA** KDEC(AM) 1240 khz—July 11 application (BP910513AC) granted for CP to reduce power to 580 watts; make changes in antenna system and correct coordinates to 43 19 28N 91 47 05W.

■ **Gladstone, MO** KGGN(AM) 890 khz—July 8 application (BMP880714AG) granted for mod. of CP (BP851202AG) to reduce power to 1.10 kw -DA-D and change to: 250 S of Termination of Ridgeview CT, Liberty, MO. 39 13 19N 99 22 59W.

FM's

■ **Yuma, AZ** KTTI(FM) 95.1 mhz—July 15 application (BPH910301IC) dismissed for CP to change ERP: 100 kw H&V; change ant.: 389 m.; TL: at BLM electronics site, Telegraph Pass, 1.8 km due N of interstate Rte. 8 and 28 km E of Yuma, AZ; class: C (per docket #90-19).

■ **Los Angeles** KZLA(FM) 93.9 mhz—July 3 application (BPH910416IA) granted for CP to change ERP: 18.7 kw H, and 16.2 kw V; ant.: 956 m.; TL: Mt. Wilson Antenna farm 25 km NE of Los Angeles.

■ **Middletown, CT** WIHS(FM) 104.9 mhz—July 9 application (BPH901009IB) granted for CP to change ant.: 95.92 m.; change ERP: 3.3 kw H&V. Amended 910416 to 3.1 kw and 91 m. Amended 9106/ 27 change ant. back to 96 m.

■ **Rockledge, FL** WHKR(FM) 102.3 mhz—July 12 application (BPH910305ID) granted for CP to change ERP: 50 kw H&V; change ant.: 150 m.; TL: Fox Lake Rd. and Interstate 95, Titusville, FL; change class to C2.

■ **Waynesboro, GA** WAGW(FM) 107.1 mhz—July 15 application (BMPH910315IA) granted for mod. of CP (BPH890427MI) to change ERP: 6 kw H&V; ant.: 90 m.; TL: 1.8 km W of GA. Hwy. 56 and 9.9 km N of Waynesboro in Burke County, GA.

■ **Forest City, IA** KIOW(FM) 102.3 mhz—July 9 application (BPH900621IC) granted for CP to change ant.: 150 m.; change TL: 1/4 mi N County Rd., B40 on County Rd., R69, Hancock County, RR #4; ERP: 50 kw H&V, freq: 107.3 and to change class C2 (per docket #89-25).

■ **Ann Arbor, MI** WAMX(FM) 107.1 mhz—July 10 application (BMPH910124IE) granted for mod. of CP (BPH891221IJ) to change ERP: 3 kw H&V; ant.: 88 m.

■ **Ballston Spa, NY** WQQY(FM) 102.3 mhz—July 9 application (BPH890803IC) granted for CP to change ant.: 100 m.; as Amended 52391: change ant.: 118 m.; ERP: 4.1 kw H&V; city of license.

■ **Corvallis, OR** KEJO(FM) 101.5 mhz—July 9 application (BPH900730IC) granted for mod. of CP (BMPH890925JY as mod.) to change ant.: 342.3 m.

■ **Chase City, VA** WFXQ(FM) 99.9 mhz—July 9 application (BMPH910304IE) granted for mod. of CP (BPH880107NH) to change ERP: 25 kw H&V; change channel to 260C3 (per docket #89-601).

ACTIONS

■ **Chester and Shingletown, both California** Effective August 22 reallotted channel 287C2 from Chester to Shingletown as area's first local aural transmission service, and conditionally modified permit of KRKQ(FM) for operations in Shingletown. (MM docket 89-436 by R&O [DA 91-780] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Chico, CA** Effective August 26 allotment of channel 224A as community's third local FM broadcast service; filing window: August 27-September 26. (MM docket 90-185 by R&O [DA 91-852] adopted June 26 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Kings Beach, CA and Fallon, NV** Effective August 30, substitution of channel 299C3 for channel 299A in Kings Beach and modification of Kidd Communications, Inc.'s construction permit accordingly; allotment of channel 267A to Fallon as community's first local aural service; filing window for Fallon: September 3-September 30. (MM docket 89-449 by R&O [DA 91-844] adopted June 24 Chief, Allocations Branch, Policy and Rules Division.)

■ **Alamosa, CO** Effective August 26 allotment of UHF channel 47 as community's first local television service. (MM docket 90-611 by R&O [DA 91-851] adopted June 26 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Lanai City, HI** Effective August 26 substituted channel 284C for channel 284A and conditionally modified construction permit for Lanai City. (MM docket 91-45 by R&O [DA 91-791] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Mount Sterling, IL** Effective August 26 allotment of channel 294B1 as community's first local FM service; filing window: August 27-September 26. (MM docket 91-46 by R&O [DA 91-792] adopted June 24 by Chief, Allocations Branch, Policy and Rules Division.)

■ **Britt, IA** Effective August 23 allotment of channel 258A to Britt as community's first local FM service; filing window: August 26-September 25. (MM docket 90-613 by R&O [DA 91-788] adopted June 24 by Chief, Allocations Branch, Policy and Rules Divison, Mass Media Bureau.)

■ **Herington, KS** Effective August 23 substituted channel 289C3 for channel 289A and conditionally

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	10,924	1,517	12,441
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
■ Total TV	1,479	204	1,683
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
■ Total LPTV	895	1,026	1,921
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.